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PROGRESS REPORT OF THE NORTHEASTERN VEGETABLE PROGRAM, MARCH 1 - JULY 1, 1939

W. C. Ockey and M. C. Bond

BACKGROUND

The northeastern vegetable marketing program came up for initial consideration at the regular monthly meeting of the Northeastern Vegetable and Potato Council on March 11, 1939. At this time it was felt desirable to develop a coordinated program in cooperation with the various retail and wholesale distributor groups for the improvement of the distribution of locally-grown vegetables. On April 1, 1939, representatives from the chain store companies operating in the Northeast, voluntary chains, wholesale distributors, as well as representatives from the National Association of Food Chains, the National League of Wholesale Fresh Fruit and Vegetable Distributors, and the Cooperative Food Distributors of America, met with the members of the Northeastern Vegetable and Potato Council to discuss the proposed program. The discussions centered around two main points: (1) special programs for the movement of the 1939 crops, and (2) the establishment of a long-time program for improvement in the marketing of vegetables. A committee of growers and distributors was appointed to draft more concretely a program to accomplish these two objectives. This committee, which met on April 29, 1939, was composed of the following:

- Frank App, Bridgeton, N. J., Chairman of the Northeastern Vegetable and Potato Council
- Henry Marquart, Orchard Park, N. Y., Vice Chairman of the Northeastern Vegetable and Potato Council
- Thomas F. Cochran, New York City, N. Y., President of the National League of Wholesale Fresh Fruit and Vegetable Distributors
- Earl R. French, New York City, N. Y., Atlantic Commission Company
- George E. Freeby, Lehighton, Pa., National Retailer-Owned Grocers' Association
- Allen G. Waller, New Brunswick, N. J., Secretary-Treasurer of the Northeastern Vegetable and Potato Council

Assisting the committee in its discussion and in the later preparation of its report were:

George B. Travis, Washington, D. C., National Association of Food Chains
P. R. Taylor, Washington, D. C., General Crops Section, A. A. A., U. S.
Department of Agriculture
M. L. Toulme, New York City, N. Y., Secretary of the National-American
Wholesale Grocers' Association
William C. Ockey, Washington, D. C., Extension Service, U. S. Depart-
ment of Agriculture
Horace H. Herr, Washington, D. C., Secretary of the National League of
Wholesale Fresh Fruit and Vegetable
Distributors

The tentative program developed by the above committee was discussed by the Northeastern Vegetable and Potato Council in its regular meeting held on May 6, 1939. The program was revised in light of discussion at this meeting and formally adopted by the council. A regional committee was appointed to coordinate the activities of the program in the various areas. This committee, with the areas each member represents, is as follows:

Dr. Frank App	-----	Ex Officio member
John Christenson	-----	Hartford (Western New England)
J. Wm. O'Donnell	-----	Boston (Eastern " ")
Harold J. Simonson	---	New York City
Ralph Starkey	-----	Philadelphia
Porter Hardy	-----	Baltimore (Virginia and Maryland)
Henry G. Marquart	----	Western New York

The Extension Service of the U. S. Department of Agriculture was asked for assistance in conducting this program during the present year. The services of Dr. M. C. Bond were secured for this work by a joint appointment through the Federal Extension Service and Cornell University and the services of Dr. W. C. Ockey of the Extension Service, U. S. Department of Agriculture, were provided for as much time as necessary in developing the program.

The main points of the proposed program involve the following:

1. More timely and pertinent marketing information which will assist growers and distributors in moving vegetables into consumption in a more orderly and efficient manner.

2. More standardization and uniformity in quality of products and in kind and size of containers.
3. Special merchandising campaigns to secure more effective distribution of peak production when needed.
4. Publicity and advertising to stimulate increased consumer consumption of vegetables.
5. Development of machinery to move surplus vegetables to other markets when practicable.
6. F.S.C.C. purchases of burdensome market surpluses.

STATE CONTACTS MADE

In order to initiate the program as rapidly as possible, Dr. Ockey and Dr. Bond made contacts with the State extension services, State college staffs, State departments of agriculture, and leading growers in each of the States of New York, Connecticut, Massachusetts, Rhode Island, New Jersey, Pennsylvania, Delaware, Maryland, and Virginia. These initial conferences were held between May 15 and May 27, 1939. In each instance the general program was discussed and the responsibilities of the different interested groups in conducting the work were outlined. The support of the State colleges and State departments of agriculture was promised and staff members were assigned to carry out the various phases of the work in each State.

MARKET COMMITTEES ORGANIZED

The proposed vegetable marketing program of the Northeastern Vegetable and Potato Council provided for the organization of committees composed of vegetable growers or of vegetable growers and distributors around the principal markets of the area. It was expected that each market committee would assume responsibility for conducting the program for that market. Between May 15 and July 1 market committees were set up and one or more committee meetings held for each of the following markets: New York City; Connecticut Valley, which

includes New Haven, Hartford, Bridgeport, Waterbury, and Springfield, Mass.; Albany; Syracuse; Buffalo; Philadelphia; and Baltimore. A list of the committee members for each market is given at the end of this report as completely as is possible at the present time.

CONTACTS WITH DISTRIBUTORS AND OTHER GROUPS

At the request of the Pennsylvania Retail Grocers' Association, Dr. Ockey discussed the proposed program of the Northeastern Vegetable and Potato Council before this organization at its annual convention in Erie, Pa., on May 17, 1939. Dr. Ockey also discussed the program before a group of wholesale fruit and vegetable distributors in Philadelphia on June 13. Dr. Bond, likewise, outlined the vegetable marketing program at a meeting of Farm Bureau presidents and secretaries in the Northeastern States at New York City on June 30.

In connection with a special merchandising program for lettuce, a number of chain store organizations were visited personally and the program discussed with them. These organizations in New York City and northern New Jersey are: Atlantic Commission Company; Daniel Reeves, Incorporated; Gristede Brothers, Incorporated; H. C. Bohack Stores Company; Thomas Roulston; Grand Union Tea Company; Wilkinson, Gaddis Company (Mutual Stores); Eagle Grocery Company; National Grocery Company; and Great Eastern Stores. In addition, the Super-Market Institute and Bill Brothers' Publishing Company, which publishes a paper circulated among 16,000 retail grocers in the Metropolitan Area, were visited and their assistance requested in bringing the details of the proposed program to the attention of super-market operators and independent retail grocers.

MARKET AND CROP INFORMATION

The first point in the vegetable marketing program concerns the development of more adequate and timely market news and crop estimates. The development

of this material is assumed to be primarily the responsibility of the State departments of agriculture and of the U. S. Department of Agriculture, with the assistance of the State extension services and county agents where necessary. In New Jersey and in Connecticut a service is now well developed which provides advance information concerning the probable condition of the crop and anticipated production. Other States have signified their willingness to adapt their existing work so as to make it fit more nearly the needs of the Northeastern Vegetable and Potato Council in connection with this program. The market committees in Baltimore and Connecticut and the grower representatives in Virginia each have requested an early market news report on New York City and Philadelphia in advance of the ordinary release of this material. The Connecticut Valley Market Committee also desires such information from Boston. In this connection a special broadcast of market and crop information over Station WTAR, Norfolk, has been set up through the Virginia State Department of Agriculture. The Market News Service has signified its willingness to cooperate in furnishing this material as early as its facilities will permit.

STANDARDIZATION AND UNIFORMITY OF PRODUCTS AND CONTAINERS

The problem of developing a greater degree of uniformity in vegetables produced in the Northeast has been discussed by each of the market committees. Representatives from the distributors have indicated the desirability of a greater degree of standardization and uniformity in packaging of locally-grown vegetables. A subcommittee was appointed by the Connecticut Market Committee, the Baltimore Committee, and the Philadelphia Committee to meet with the trade and secure from them their recommendations as to the types of containers which the trade desires and the method of handling and packaging locally-produced vegetables to meet the demands of the trade.

A SPECIAL MERCHANDISING PROGRAM

At the request of the New York Market Committee, a special merchandising program for local iceberg lettuce was conducted in the New York City Metropolitan Area from June 15 to 17, 1939. This request was made on June 5, as it was anticipated that the lettuce would be in heavy supply by the 15th. This special program was looked upon as providing an excellent opportunity to experiment in a small way in conducting this phase of the general vegetable marketing program. It was necessary for Dr. Ockey and Dr. Bond to personally visit the large chain store organizations in New York City, and Dr. Ockey and Mr. K. R. Slamp, New Jersey Extension Service, visited the chain stores in northern New Jersey in the interest of the program. Considering the short time available for initiating this special merchandising program and the fact that much of the lettuce was adversely affected by weather conditions, considerable success attended this effort.

PUBLICITY AND CONSUMER INFORMATION

The home economics workers in the various State colleges have been asked to prepare materials where possible relative to the use of vegetables in the diet. Such information will provide a basis for news stories and radio articles to draw the attention of consumers to various vegetable crops as they come into heavy production. Considerable material has already been secured from the home economics staff at Cornell University and from Massachusetts and Connecticut. In addition, the State departments of agriculture in Massachusetts, New York, Connecticut, and New Jersey are preparing and disseminating consumer information relative to the time at which vegetable crops are in greatest supply and the use of these various vegetables.

In connection with the special merchandising program on lettuce, the extension editor in New Jersey wrote two news stories. In addition, Mrs. Gannon

of the New York City Department of Markets stressed the use of lettuce in her weekly broadcast and in her news releases. In addition, Mrs. Gannon has invited Dr. Ockey to be on her program as guest speaker on July 11 to tell briefly about the northeastern vegetable marketing program. The cooperation of the various agencies in connection with publicity will be obtained in any future special merchandising programs and, in addition, it is expected that special news releases and radio information will be prepared for dissemination at the time when each principal vegetable crop is at the peak of harvest. It is thought that through better timing much information which is now being prepared and used will be more valuable.

CONCLUSION

Up to the present time the vegetable marketing program of the Northeastern Vegetable and Potato Council has gotten under way in most of the key cities of the area. No special market committee has been set up in Boston, as the vegetable growers in that area, through their association, felt that it would be best to postpone the undertaking of the entire program until a later date. In the meantime such aspects of the program as appear to be of most immediate application might be included in the activities of a proposed new State federation of vegetable growers' associations. Considerable interest was shown in the general program in Rhode Island, but as yet no market committee has been organized for the Providence market. The extent to which the program is successful in any market will depend in the final analysis upon the interest and activity of the market committee. The market committee is expected to assume responsibility for the general conduct of the program and for securing the cooperation of growers and distributors in carrying on the work. The assistance of the various State and Federal agencies cooperating in the program will be of greatest value when coordinated through each market committee and the regional committee of the Northeastern Vegetable and Potato Council.

CONNECTICUT VALLEY MARKET COMMITTEE ^{1/}

Suggested Committee

Grower Members

Donald Manchester, 420 Burlington Ave., Bristol }
John Christensen, Wilton } --Co-Chairmen

Chris Peterson, R. F. D., Broad Brook
Chris R. Turner, Hamden
Thayer Jones, Hamden
Edward Nutile, Montowese
Harry S. Coe, P. O. Box 736, Waterbury
H. P. Beers, Southport
J. W. Simendinger, Huntington Road, Stratford
Lee Aldo, R. F. D. #4, Milford
Frank Roberts, Middletown
Curtice E. Phillips, R. F. D. #3, Norwich
John Cerrina, 237 Overlook Road, So. Glastonbury
Geo. Porter, Silver Street, Agawam, Mass.
James W. Cessan, Feeding Hills, "

Dealer Members

C. D. Williams, Manager, East Hartford Warehouse, First National Stores,
Drawer 1080, Hartford
A. C. Catlin, Atlantic & Pacific Tea Co., 140 Ferry St., New Haven
John F. Reardon, Secretary, Conn. Retail Grocers & Marketmen's Ass'n.,
91 Mapleton St., Hartford
Ralph Lasbury, Jr., East Windsor Hill
Domenic DiVito, New Haven Growers' Ass'n., 50 Hill St., New Haven

Extension Service

M. C. Bond or W. C. Ockey, c/o E. R. Biddle, 641 Washington St., New York City
Dr. George B. Clarke, Conn. State College, Storrs
Prof. A. E. Wilkinson, Conn. State College, Storrs

County Agents

L. M. Chapman, County Agent, Fairfield County Farm Bureau, P.O. Bldg., Danbury
Robert G. Hepburn, Ass't. Co. Agent, New Haven County Farm Bureau, 301 P. O.
Building, New Haven
Russell S. Anderson, Ass't. Co. Agent, Hartford County Farm Bureau, County
Building, 95 Washington St., Hartford
William L. Brown, Ass't. Co. Agent, New London County Farm Bureau, P. O.
Building, Norwich
Wilbur T. Locke, Hampden Co. Improvement League, West Springfield, Mass.

Department of Agriculture

Benjamin P. Storrs, Director, Bureau of Markets, Hartford--Secy. for Committee
Brainerd T. Peck, Bureau of Markets, Hartford
Elliott H. Platt, Director, Publicity, Statistics and Fairs, Hartford

PHILADELPHIA MARKET COMMITTEE ^{1/}

Growers

Ralph B. Starkey, Mullica Hill, New Jersey
Paul Burk, Bridgeboro, New Jersey
Joseph Barton, Marlton, New Jersey
A. C. Thompson, Morrisville, Pennsylvania
Edward Fleming, Andalusia, Pennsylvania
Ray W. Wenker, Bustleton, Pennsylvania
Harley G. Hastings, Bethel, Delaware

Dealers

Fred Marinelli, Jr., Pres., Phila. Branch, National League Wholesale Fresh
Fruit & Vegetable, Distributors
C. W. Waddington, Representing Atlantic Commission Co., Philadelphia, Pa.
F. H. Wilson, Representing American Stores, Philadelphia, Pa.
Geo. E. Freeby, National Retailer Owned Grocers' Ass'n., Lehighton, Pa.
Charles H. Von Tagen, Exec. Secy., Pennsylvania Grocers' Ass'n., Phila., Pa.

Cooperating Agencies

New Jersey Extension Service and Experiment Station
Allen G. Waller, Experiment Station, New Brunswick, New Jersey
K. R. Slamp, Extension Service, New Brunswick, New Jersey

New Jersey State Department of Agriculture
W. W. Oley, Bureau of Markets, Trenton, New Jersey
John M. Fenton, Bureau of Markets, Trenton, New Jersey

Pennsylvania Extension Service
C. K. Hallowell, County Agent, Philadelphia, Pa.
A. B. Donaldson, Extension Service, State College, Pa.

Pennsylvania State Department of Agriculture
William Hager, Deputy Commissioner, Harrisburg, Pa.

U. S. Department of Agriculture
William C. Ockey, Extension Service, Washington, D. C.

^{1/} Certain committee members are tentative and the committee is not complete.

EASTERN NEW YORK MARKET COMMITTEE OF VEGETABLE GROWERS

Growers

Albany County: William Noeckel, 37 Marwill St., Albany, New York.
John Weisheit, Glenmont, New York.

Rensselaer Co.: Harold Koonz

Columbia Co.: Edward Mitchell, Stuyvesant Falls, New York.

Schenectady Co.: Fred Meilke, R. D. 1, Schenectady, New York.

Secretary: Ferris Waite, Manager, Capital District Cooperative Market, Menands,
New York.

Assistant Secretaries and County Agents:

E. B. Davis	525 Federal Bldg., Albany (Albany 3-5591-114)
Clarence Johnson	Court House, Schenectady (Schenectady 6-0516)
E. K. Hanks	Post Office Building, Troy (Troy 1844)
S. R. Shapley	Court House, Hudson (Hudson 387)

State Departments, Extension Service, and others assisting:

Harry Crouch	New York State Bureau of Markets, Albany, New York
Harry Appell	Market Reporter, N. Y. State Department of Agr. and Markets, Albany, New York
H. J. Evans	Georgetown, New York
M. C. Bond	Cornell University, Ithaca, N.Y. (Ithaca 3451-102)

WESTERN NEW YORK VEGETABLE GROWERS MARKETING COMMITTEE

Growers:

Henry Marquart, Chairman	Orchard Park, New York
Caleb Hobbie, Secretary	Niagara Frontier Farmers' Market Buffalo, New York (Triangle 2466)
Wesley Johnson	Lockport, R. D. 1, New York
Albert Schillroth	Orchard Park, New York
Elmer Agle	Eden, New York
John Gross	Ebenezer, New York
George W. A. Graff	Lockport, R. D. 4, New York

Cooperating Agencies

Henry L. Page, County Agent, 603 Root Building, Buffalo, New York
(Cleveland 4282)

D. M. Dalrymple, County Agent, Lockport, New York (Lockport 1021)

Mark O'Donnell, Market Reporter, New York State Department of
Agriculture and Markets, Buffalo, New York

H. J. Evans, Georgetown, New York

M. C. Bond, Cornell University, Ithaca, New York (Ithaca 3451 Ext. 102)

MARKET COMMITTEE OF VEGETABLE GROWERS - NEW YORK METROPOLITAN AREA

Growers

Allen G. Waller, Secretary,	New Jersey State Agricultural College New Brunswick, New Jersey
Harold Simonson, Chairman,	Glen Head, Long Island (Glen Cove 2930)
Edwin B. Moore	Hicksville, Long Island
Nicholas Skunakis	86 Travis Avenue, New Springville, Staten Island
August Woeckener	430 Willow Brook Road, Port Richmond, Staten Island
F. A. Norton	Hightstown, New Jersey
W. F. Mielcke	Hightstown, New Jersey
Staats E. Stillwell	Freehold, New Jersey
Arthur C. Hillman	East Patterson, New Jersey
Mr. Haynes	Newark Farmers' Market, Newark, New Jersey
Henry Paul	Orangeburg, New York
Theodore Handweg	Orangeburg, New York
Don L. Bates	60 Bedford Avenue, Middletown, New York
Victor Golemboski	New Hampden, New York

Extension Service and State Departments

H. H. Campbell	Mineola, Long Island, New York (Garden City 1477)
C. C. Davis	Middletown, New York (Middletown 6103)
William J. Clark	New City, New York (New City 240)
W. G. Been	Riverhead, Long Island, New York (Riverhead 2011)
M. B. Linn	17 Midland Road (Honeywood 6-0578)
	Great Kills, Staten Island, New York
Raymond Stone	Hackensack, New Jersey
Elwood Douglas	Freehold, New Jersey
Jim Faucet	Patterson, New Jersey
R. E. Harmon	Caldwell, New Jersey
K. R. Slamp	New Jersey State Agricultural College New Brunswick, New Jersey
W. W. Oley	Department of Agriculture, Trenton, New Jersey
M. C. Bond*	Cornell University, Ithaca, New York
W. C. Ockey*	Extension Service, U.S.D.A., Washington, D. C.
E. C. Little (F.S.C.C.)	90 Church Street, Room 610 (Rector 2-9100) New York City

* When in New York City, may be reached at Room 820, 641 Washington Street,
Canal 6-2100, extension 380.

CENTRAL NEW YORK VEGETABLE COUNCIL

Joseph Eppolitto, Chairman
Don D. Ward, Secretary

Canastota, New York
County Agent, 329 Federal Building, Syracuse
New York (Syracuse 25111 ext. 31)

Growers:

<u>Onondaga County:</u>	Charles Milback, Vice Chairman, East Syracuse, R.D. 4, N. Y.
	Bennett Vollmer East Syracuse, R.D. 4, N. Y.
<u>Cayuga County:</u>	Emiel Martens Port Byron, New York
<u>Oswego County:</u>	Ernest L. Pollard Fulton, R. D. 7, New York
<u>Madison County:</u>	Joseph Eppolitto Canastota, New York

Others Assisting:

Charles L. Messer, Jr., County Agent, Cayuga Co., Auburn, N. Y. (Auburn 554)
Irving B. Perry, County Agent, Cortland Co., Cortland N. Y. (Cortland 802)
D. Leo Hayes, County Agent, Madison Co., Wampsville, N. Y. (Oneida 761-J)
Nelson F. Mansfield, County Agent, Oswego Co., Oswego, N. Y. (Oswego 271)
Bert Stanley, Market Reporter, Regional Market, Syracuse, New York
H. J. Evans, Georgetown, New York
M. C. Bond, Cornell University, Ithaca, New York (Ithaca 3451 ext. 102)
Carl Salmonsens, Onondaga Vegetable Growers' Association, Syracuse, New York

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BALTIMORE MARKET VEGETABLE AND POTATO COMMITTEE

C. E. Hammond,	Brooklyn, Md.	Chairman	Producer
F. Ridgely Todd,	Sparrows Point, Md.		Producer
Martin Merritt,	705 E. Lombard St., Balto., Md.		Commissioner
Wilson Davis,	4 E. Camden Street, Balto., Md.		Commissioner
F. J. Heaney,	2120 W. Lafayette Ave., Balto., Md.		(rep. American Stores
Herman Lissy,	Chamber of Commerce Bldg., Balto., Md.		(Ret. Grocers Ass'n.
A. Prager,	Pa. Produce Terminal, Balto., Md.		(rep. Atlantic Commission
C. E. Wise, Jr.,	Sherwood Bldg., Balto., Md.		Acting Secretary
Baltimore Cannery			

Advisors

S. E. Day,	Annapolis, Md.	County Agent, Anne Arundel County
H. B. Derrick,	Towson, Md.	County Agent, Baltimore County
S. B. Shaw,	College Park, Md.	State Bureau of Markets
Dr. Wm. C. Ockey,	Washington, D. C.	U. S. Department of Agriculture